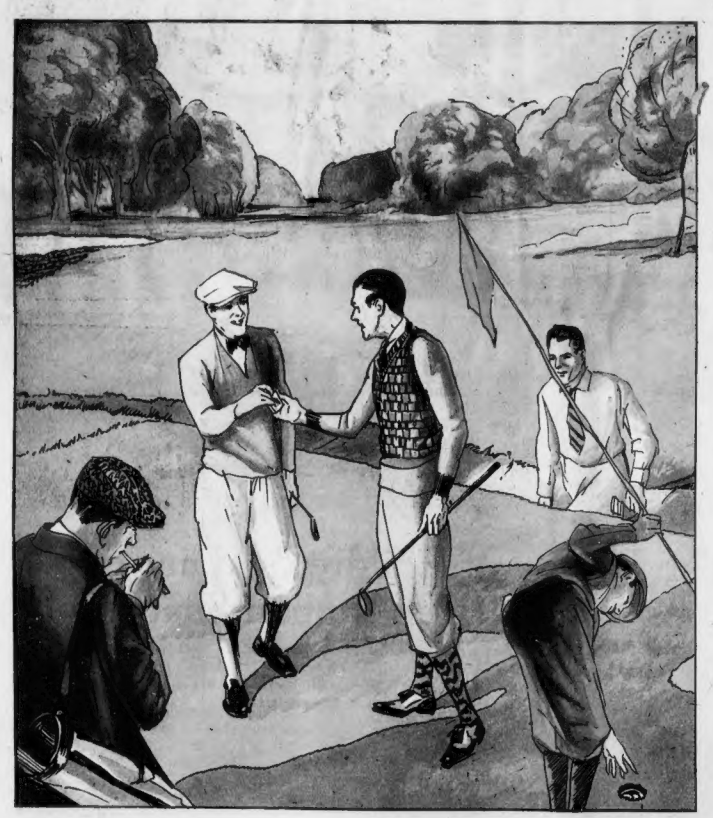
When the first glorious day of golf is over—and the final putt sinks in the 18th cup—when the tense moments end in soft, mellow twilight
—have a Camel!



No other cigarette in the world is like Camels. Camels contain the choicest Turkish and Domestic tobaccos. The Camel blend is the triumph of expert blenders. Even the Camel cigarette paper is the finest—made especially in France. Into this one brand of cigarettes is concentrated the experience and skill of the largest tobacco organization in the world.

WHEN it's glorious evening on the greens. And the last long putt drops home on the 18th hole. When spring sunset colors the world with its soft magic light—*have a Camel!*

For, all the world over, Camel adds of its own friendly goodness to exhilarating days and restful evenings. Camel fragrance and taste add joyous zest to healthful hours in the open. Camels never tire your taste, or leave a cigaretty after-taste, no matter how liberally you smoke them. This is the inside story of Camel success—their choice tobaccos and perfect blending make them the utmost in cigarettes money can buy. No other cigarette gives such smoke enjoyment.

So, this fine spring day, as you eagerly start for life's fairway. When your first glorious birdie ends its breathless flight, as you leave the long course to start home, tired and joyous—taste then the smoke that's admitted champion among the world's experienced smokers. Know, then, the mellowest fragrance that ever came from a cigarette.

Have a Camel!

Our highest wish, if you do not yet know Camel quality, is that you try them. We invite you to compare Camels with any other cigarette made at any price.

R. J. Reynolds Tobacco Company
Winston-Salem, N. C.